

Exhibit A

rue21[®]

Corporate Office
800 Commonwealth Drive
Suite 100
Warrendale, PA 15086
Phone 724.776.9780
Fax 724.776.2384

June 22, 2007

[Address]
[Address]
[Address]
[Address]

Dear [Vendor],

Enclosed you will find a copy of our rue21 Vendor Compliance Manual. One of the challenging aspects of our growth is the ongoing requirement to manage more goods more efficiently. In order to meet this challenge we must continually monitor and improve our quality control and flow processes, a task not possible without the full support of our vendors.

We ask that you carefully review this document so you are well aware of our current policies and procedures. Staying within these guidelines will assure your goods move promptly and efficiently through our distribution system, giving you the best possible sell-through and visibility in our stores. Please note the compliance charge table at the end of the document. As your partner we do not apply these charges without due consideration.

Our vendor compliance policies are in place in order to move rue21 and our vendor partnerships towards a standard of excellence, the rue21 mission across all aspects of our business. We look forward to continuing strong growth for the benefit of both our vendors and rue21. Should you have questions regarding our policies please contact our Vendor Relations Supervisor, Mike Dayieb at extension 7472.

Sincerely,

Kim Reynolds
Senior Vice President & GMM

Keith McDonough
Senior Vice President & CFO

Cc: Bob Fisch, President & CEO

Exhibit B

rue21

Corporate Office
800 Commonwealth Drive
Suite 100
Warrendale, PA 15086
Phone 724.776.9780
Fax 724.776.4111

May 30, 2006

Dear Vendor,

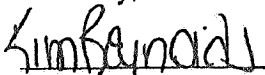
Enclosed you will find a copy of our updated rue21 Vendor Compliance Manual. One of the challenging aspects of our growth is the ongoing requirement to manage more goods more efficiently. In order to meet this challenge we must continually monitor and improve our quality control and flow processes, a task not possible without the full support of our vendors.

We ask that you carefully review this document so you are well aware of our current policies and procedures. Staying within these guidelines will assure your goods move promptly and efficiently through our distribution system, giving you the best possible sell-through and visibility in our stores. Please note the updated compliance charge table at the end of the document. As your partner we do not apply these charges without due consideration. We plan to adopt these new policies today but not apply any of the updated compliance penalty charges during the first 60 days the new policy is in effect. We trust this 60-day period will enable our vendors to review the new manual in detail and if not done so already, get into complete compliance with our new policies. The updated charge backs will apply for vendor violations occurring after August 7, 2006.

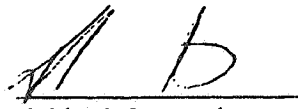
Our vendor compliance policies are in place in order to move rue21 and our vendor partnerships towards a standard of excellence, the rue21 mission across all aspects of our business. We look forward to continuing strong growth for the benefit of both our vendors and rue21. Should you have questions regarding our new policies please contact our Vendor Relations Supervisor, Mike Dayieb at extension 143.

Attached is also an outline of the most prominent changes that have been made to the manual and should be reviewed carefully.

Sincerely,



Kim Reynolds
Senior Vice President & GMM



Keith McDonough
Senior Vice President & CFO

Cc: Bob Fisch, President & CEO

Vendor Compliance Cover Letter



Corporate Office
800 Commonwealth Drive
Suite 100
Warrendale, PA 15086
Phone 724.776.9780

Compliance Manual Changes

Although all vendors should carefully review each section of the attached manual, below is a list of the most prominent changes to the manual since the last issue.

- Page B2 – Changed east coast consolidator to Pacific Logistics.
- Section C (Sample Submittal Procedures) – Entire section was updated.
- Page E2 – Updated label and tag ordering contact information.
- Page E3 – Updated Label Order Form.
- Pages E4-E6 – Updated label and hang tag instructions.
- Pages E8-E12 – Updated accessory cards and string tag order form (now includes rue21 etc!).
- Pages E13, E14, E15 & E17 – Updated label and price tag placement.
- Pages E23-E27 & E29-E31 – Removed tissue from the folding requirements.
- Page E35 – Updated Packing and Marking Cartons letter G and Cross Dock Shipments number 4, 5 & 8.
- Page E36 – Updated Bundle Packing # 6 and Open Stock or Non-Pre-Ticketed Merchandise #1.
- Page E39 – Updated Shipment Identification and Purchase Order Identification.
- Pages E40 & E41 – New packing list.
- Pages E43 & E44 – Instructions for barcode labeling.
- Section F (Shipping and Routing) – Entire section was updated.
- Page G1 – Updated payment terms and letter C under Invoice Preparation.
- Section H – The following charge back violations were either updated or added: 6, 8, 9, 11, 16, 21, 29, 33, 35, 36, 37, 40, 41, 42, 43, 44, 45, 46 & 47.

Exhibit C

DATE:		NAME:		EXT:		DEPT:	
PLEASE CIRCLE FED EX SERVICE LEVEL:				SPECIAL SERVICES			
FIRST OVERNIGHT	Delivery by 8:30am - Next Business Day			<input type="checkbox"/> SATURDAY DELIVERY			
PRIORITY OVERNIGHT	Delivery by 10:30am - Next Business Day			<input type="checkbox"/> INSURED AMOUNT			
STANDARD OVERNIGHT	Delivery by 3pm - Next Business Day			For mailroom use only:			
2-DAY	Delivery by 4:30pm - 2 Business Days						
EXPRESS SAVER	Delivery by 4:30pm - 3 Business Days			INITIALS			
GROUND	Delivery by end of business day - 1-5 Business days			Invoice Customer	MO/HUNG TAT	Date	06/02/2006
INTERNATIONAL FIRST	Delivery by 8:30am in 2 business Days depending on E			Dept. FINANCE	COO	SHIPPING	0 00
INTERNATIONAL ECONOMY	Delivery by end of business day - 2-5 Business days			PO Number:	DV	SPECIAL	0 00
				Svcs: GND PPD			
SHIP TO: (Please print clearly)				BILL TO:			
alln: _____ phone#: _____				_____ SENDER			
Company <u>Hong Tat</u>				_____ RECIPIENT			
Address: _____				Acct # _____			
_____				_____			
_____				_____			
_____				_____			
				TRCK: 279089430245630			
				SPECIAL NOTES OR INSTRUCTIONS:			

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 Select another track: [Next](#)

Tracking number 279089430245630
Signed for by YQUINONEZ
Ship date Jun 2, 2006
Delivery date Jun 6, 2006 2:53 PM

Reference MD/HUNG TAT
Department number FINANCE
Destination New York, NY
Service type Ground-Domestic
Pieces 1
Weight 0.9 lbs.

Wrong Address?
 Reduce future mistakes by using
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**Tracking a FedEx SmartPost
 Shipment?**
[Go to shipper login](#)

Status Delivered

**Signature image
 available** [Yes](#)

Date/Time	Activity	Location	Details
Jun 6, 2006	2:53 PM Delivered	New York, NY	
	8:00 AM On FedEx vehicle for delivery	BROOKLYN, NY	
	4:30 AM At local FedEx facility	BROOKLYN, NY	
Jun 3, 2006	1:20 AM Arrived at FedEx location	LEWISBERRY, PA	
Jun 2, 2006	8:02 PM Left origin	PITTSBURGH, PA	
	5:22 PM Arrived at FedEx location	PITTSBURGH, PA	
	4:15 PM Package data transmitted to FedEx	WARRENDALE, PA	
	3:59 PM Picked up	PITTSBURGH, PA	

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E-mail your detailed tracking results (optional)

Enter your name and e-mail address, submit up to three e-mail addresses, add your message (optional), and click Submit. If you include a message, you must enter your name and e-mail address in the fields provided.

Your Name:

Your E-mail Address:

To E-mail Address(es):

Add personal message:

 Not available for non-English
 characters

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http://www.fedex.com/Tracking/Detail?sum=y&ascend_header=1&clienttype=dotcom&snbr=0&spnlk=s... 4/19/2007



FedEx Ground
P.O. Box 108
Pittsburgh, PA 15230-0108

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Tat

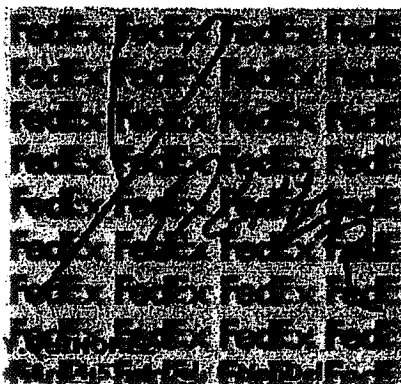
April 19, 2007

Dear Customer:

The following is the proof of delivery you requested with the tracking number 279089430245630.

Delivery Information:

Status:	Delivered	Delivery location:	520 8TH AVE SUITE 900 New York, NY 10018
Signed for by:	YQUINONEZ	Delivery date:	Jun 6, 2006 14:53
Service type:	Ground-Domestic		



Shipping Information:

Tracking number:	279089430245630	Ship date:	Jun 2, 2006
		Weight:	0.9 lbs.

Recipient:
520 8TH AVE SUITE 900
New York, NY 10018 US

Shipper:
RUE21
RUE21
800 COMMONWEALTH DR
SUITE 100
WARRENDALE, PA 15086 US
MD/HUNG TAT
FINANCE

Reference
Department number

Thank you for choosing FedEx Ground.

FedEx Ground
Delivery Information Department
1.800.GoFedEx 1.800.463.3339

Exhibit D

DATE: 7-27-06		NAME: Mike DAVIED		EXT: 7478		DEPT: FIN	
PLEASE CIRCLE FED EX SERVICE LEVEL:				SPECIAL SERVICES			
FIRST OVERNIGHT		Delivery by 8:30am - Next Business Day		SATURDAY DELIVERY			
PRIORITY OVERNIGHT		Delivery by 10:30am - Next Business Day		INSURED AMOUNT			
STANDARD OVERNIGHT		Delivery by 3pm - Next Business Day					
2-DAY		Delivery by 4:30pm - 2 Business Days		Invoice:		Date: 07/27/2006	
EXPRESS SAVER		Delivery by 4:30pm - 3 Business Days		Cust: MD/KHAOTIC LOVE		Mat: 1.0 LBS	
				Dept: FINANCE		COD: 0.00	
				PO Number:		DV: 0.00	
GROUND		Delivery by end of business day - 1-5 Business days		Svcs: GND PPD		SHIPPING: 4.56	
INTERNATIONAL FIRST		Delivery by 8:30am in 2 business Days depending on European city		TRCK: 279089430264211		SPECIAL: 0.22	
INTERNATIONAL ECONOMY		Delivery by end of business day - 2-5 Business days		HANDLING: 0.00			
SHIP TO: (Please print clearly)				BILL TO:		SPECIAL NOTES OR INSTRUCTIONS:	
attn: CARLOS EFREN phone#: 310-497-0673				SENDER			
Company: KHAOTIC LOVE				RECIPIENT			
Address: 671 S. ANDERSON STREET				Acct #:			
LA CA 90023							

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Tracking number 279089430264211
 Signed for by BCERISSMO
 Ship date Jul 27, 2006
 Delivery date Aug 9, 2006 9:44 AM

Reference MD/KHAOTIC LOVE
 Department number FINANCE
 Destination Warrendale, PA
 Service type Ground-Domestic
 Pieces 1
 Weight 2.1 lbs.

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 Shipment?
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Status Delivered

Signature Image
available Yes

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Date/Time	Activity	Location	Details
Aug 9, 2006 9:44 AM	Delivered	Warrendale, PA	
6:12 AM	At local FedEx facility	PITTSBURGH, PA	
Aug 8, 2006 11:16 PM	Departed FedEx location	GROVE CITY, OH	
5:30 PM	Arrived at FedEx location	GROVE CITY, OH	
8:51 AM	Departed FedEx location	CHAMPAIGN, IL	
Aug 7, 2006 3:04 PM	Arrived at FedEx location	CHAMPAIGN, IL	
Aug 5, 2006 10:36 AM	Departed FedEx location	LOS ANGELES, CA	
6:05 AM	Arrived at FedEx location	LOS ANGELES, CA	
2:59 AM	Departed FedEx location	WHITTIER, CA	
Aug 4, 2006 7:17 AM	Package returned to shipper	WHITTIER, CA	Unable to deliver shipment, return to shipper
Aug 3, 2006 4:05 AM	Shipment exception	WHITTIER, CA	Cannot locate recipient
Aug 2, 2006 2:25 PM	Delivery exception	WHITTIER, CA	Refused by recipient
8:04 AM	On FedEx vehicle for delivery	WHITTIER, CA	
Aug 1, 2006 11:26 PM	At local FedEx facility	WHITTIER, CA	
11:03 PM	Departed FedEx location	BLOOMINGTON, CA	
1:36 PM	Arrived at FedEx location	BLOOMINGTON, CA	
Jul 28, 2006 6:43 AM	Arrived at FedEx location	GROVE CITY, OH	
Jul 27, 2006 7:17 PM	Arrived at FedEx location	PITTSBURGH, PA	
3:01 PM	Picked up	PITTSBURGH, PA	

Signature proof

Track more shipments

DATE:		NAME: <u>PHILIP</u>		EXT:	DEPT:
PLEASE CIRCLE FED EX SERVICE LEVEL:				SPECIAL SERVICES	
FIRST OVERNIGHT	Delivery by 8 30am - Next Business Day	SATURDAY DELIVERY			
PRIORITY OVERNIGHT	Delivery by 10 30am - Next Business Day	INSURED AMOUNT			
STANDARD OVERNIGHT	Delivery by 3pm - Next Business Day				
2-DAY	Delivery by 4:30pm - 2 Business Days	For mailroom use only:			
EXPRESS SAVER	Delivery by 4:30pm - 3 Business Day	Invoice:	Date: 08/16/2006	SHIPPING:	4.56
GROUND	Delivery by end of business day - 1-5	Cust. MD/ KHROTIK LOV	Wgt: 1.0 LBS	SPECIAL:	0.22
INTERNATIONAL FIRST	Delivery by 8.30am in 2 business Da.	Dept. FINANCE	COD:	0.00 HANDLING:	0.00
INTERNATIONAL ECONOMY	Delivery by end of business day - 2-5 Business days	PO Number:	DV:	0.00 TOTAL:	4.78
		Svcs: GND PPD			
		TRCK: 279089430270557			
SHIP TO: (Please print clearly)		BILL TO:		SPECIAL NOTES OR INSTRUCTIONS:	
attn: phone#		SENDER			
Company:		RECIPIENT			
Address:		Acct #:			

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Tracking number 27908943027055
Signed for by CCARLOS
Ship date Aug 15, 2006
Delivery date Aug 21, 2006 9:15 AM

Reference MD/ KHAOTIK LOVE
Department number FINANCE
Destination Los Angeles, CA
Service type Ground-Domestic
Pieces 1
Weight 1.0 lbs.

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Shipment?
Go to [shipper login](#)

Status Delivered

Signature image
available Yes

Date/Time	Activity	Location
Aug 21, 2006 9:15 AM	Delivered	Los Angeles, CA
Aug 21, 2006 6:16 AM	On FedEx vehicle for delivery	WHITTIER, CA
Aug 19, 2006 1:49 AM	At local FedEx facility	WHITTIER, CA
Aug 18, 2006 12:58 AM	Departed FedEx location	BLOOMINGTON, CA
Aug 18, 2006 8:48 PM	Arrived at FedEx location	BLOOMINGTON, CA
Aug 17, 2006 10:55 AM	Departed FedEx location	LENEXA, KS
Aug 17, 2006 3:56 AM	Arrived at FedEx location	LENEXA, KS
Aug 16, 2006 10:21 AM	Departed FedEx location	GROVE CITY, OH
Aug 16, 2006 6:36 AM	Arrived at FedEx location	GROVE CITY, OH
Aug 15, 2006 11:02 PM	Left origin	PITTSBURGH, PA
Aug 15, 2006 5:50 PM	Arrived at FedEx location	PITTSBURGH, PA
Aug 15, 2006 3:21 PM	Package data transmitted to FedEx	WARRENDALE, PA
Aug 15, 2006 3:08 PM	Picked up	PITTSBURGH, PA

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Enter your name and e-mail address, submit up to three e-mail addresses, add your message (optional), and click Submit. If you include a message, you must enter your name and e-mail address in the fields provided.

Your Name:

Your E-mail Address:

To E-mail Address(es):

Add personal message:

Not available for non-English
characters



FedEx Ground
P.O. Box 108
Pittsburgh, PA 15230-0108

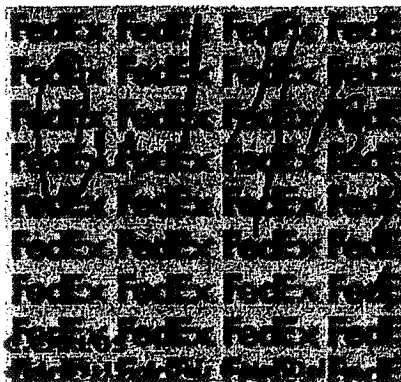
April 19, 2007

Dear Customer:

The following is the proof of delivery you requested with the tracking number 27908943027055.

Delivery Information:

Status:	Delivered	Delivery location:	671 S ANDERSON ST Los Angeles, CA 90023
Signed for by:	CCARLOS	Delivery date:	Aug 21, 2006 09:15
Service type:	Ground-Domestic		



Shipping Information:

Tracking number:	27908943027055	Ship date:	Aug 15, 2006
		Weight:	1.0 lbs.

Recipient:
671 S ANDERSON ST
Los Angeles, CA 90023 US

Shipper:
RUE21
RUE21
800 COMMONWEALTH DR
SUITE 100
WARRENDALE, PA 15086 US
MD/ KHAOTIK LOVE
FINANCE

Reference
Department number

Thank you for choosing FedEx Ground.

FedEx Ground
Delivery Information Department
1.800.GoFedEx 1.800.463.3339